FORMATIVE EVALUATION

of

ORIENTATION MAPS

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Elisabeth Beaubien

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FORMATIVE EVALUATION OF ORIENTATION MAPS

As per the Orientation Media package, our broad goals for these media on-site are as follows:

1. to inform the public of what activities and facilities are available on the site;
2. to enable visitors to find the areas or media they are looking for quickly and easily;
3. to facilitate traffic flow.

Through our formative evaluation of these maps, we hope to ensure that the above goals will be accomplished, and that the maps are as understandable as possible.

The following describes the different maps in the order that the visitor arriving at the Cave and Basin Centennial Centre would encounter them.

Upon leaving his car, and while still out of sight of the centre, the visitor is first greeted by a westward oblique view of the site in a gazebo which is accessible from either access trail. The first draft of this map showed the two self-guiding trails and a cutaway of the Cave, and it was tested September 28 and 29 using visitors to the Banff Museum. As well, a plan view of the site was tested to see which map type was the most successful. Part Two of this report describes procedures and results.

The next information for visitors is the approach sign located near the junction of the two access trails with the plaza. Two southward view oblique maps showing the interior and exterior of the 1914 building will be shown. The interior map has the preferred routes for swimmers and interpretive users marked on it.

Lastly, the pamphlet describing the centre will be available in the lower belvederes and this will provide both southward view and a small plan to show the extent of the trails. These three maps were tested at the Cave and Basin site August 31, as we needed to see whether the maps worked in situ. Results follow in Part One of this report.

PART ONE: EVALUATION OF PAMPHLET MAPS.

Architect Ron Ellis, under contract, supplied the Cave & Basin project with three preliminary maps for possible use in the on-site pamphlet. These maps are: a plan view of the building, and two oblique southward views - one showing the exterior, the other the interior of the 1914 building and bathhouse.

These maps, in various combinations and with a range of information added, were tested August 31st, with 30 visitors on site. As well, a large plan view of the entire site was tested. Our goal was to find out whether

(a) the maps informed visitors as to what activities were available,
(b) the interpretive and swimmers routes were obvious, and
(c) visitors could orient themselves easily.

To attract visitors, a sign was placed outside the museum. This sign read: "Visitors! Want an exclusive tour? Visit the Cave and Basin hotsprings, birthplace of Canada's national parks. Help us test our new map of the site and we'll show you the highlights of Parks Canada's major centennial project - presently under construction. Tours leave here Wednesday, August 31 at 1 pm, 2 pm and 3 pm. Register inside for a free 1½ hour tour."

For transporting visitors from museum to site, we rented a 12-passenger van, and all seats for each tour were filled within a day of advertising. With some of the visitors being young children, and some not showing up for the tour, we ended up with about 30 to test the maps. Five people helped with the evaluation, once maps were prepared and registrations taken. Elisabeth Beaubien, Leslie Taylor and Carolyn Johnston led the tours on site, Marion Ritchie drove the van, and Pat Harvey organized the groups at the Museum.

A. PLAN VIEW TESTING

The first map tested was the large plan view - Pat Glover's "Area Development Plan " which shows the parking lot, buildings and trails. People standing in the plaza were shown where the parking lot they had driven through was located on the map, and then asked which of the two trails on the map, A or B, was above the building. Visitors were asked to mark their answer on the bottom corner of their maps. The correct answer was B.

Different map orientations were used - visitors using the pamphlet on site will also be holding their pamphlet in random orientations. Results are as follows:

Group	Evaluator	Plan Orientation	Evaluatees 1	2	3	4	5	6	Sample Size	# correct
1a	CJ	reversed	B	B	A	B	B	A	6	4
1b	EB	reversed	B	-	A	B	-	B	4	2
2b	EB	reversed		B	A	B	A		4	2
3a	LT	right-reading		B	B	B	A		4	3
3b	EB	reversed		B	B	A			3	2

The one group which was presented with the plan in the correct orientation did better than the other groups. Only 60% of people tested gave us the right answer, and these preliminary results suggest that a plan view is difficult for many to understand.

Using the oblique interior map, LT asked her groups to mark an x where they thought they were while standing in the plaza. In group 2a (which had interior and exterior maps), six out of six people were correct. In group 3b, which had the interior and exterior maps as well as the plan, two out of three were correct. These results would suggest that the oblique map is easier to understand than the plan. This point was further tested in the next map evaluation September 26 - 29.

B. TESTING OF THE INTERIOR OBLIQUE- see appended obliques 1 to 4 for examples of drawing used
The six visitor groups were given obliques as follows:

	Interior Oblique					
Group	Shaded	Interp. Route	Swim Route	Symbols	Exterior map	Plan
1a	x	x	x	x		
1b	x			x		
2a		x	x	x	x	
2b		(unmarked map)			x	
3a		x			x	x
3b				x	x	x

Explanation of Interior Oblique Additions:

Shaded - swimming and interpretive areas were shaded in different colours.

Interpretive Route - red dotted line on map - from plaza through Lower South Belbedere, up to 2nd floor and through bathhouse.

Swim Route - blue dotted line from plaza, through Lower North Belvedere into 1st floor longhouse, and from changeroom exterior doors to pool edge.

Symbols - the following were put either at the top of the map with lines to locations, or on the correct map locations using Letraset:

Symbols: telephone, washroom (female and male figures), handicapped (person in wheelchair), viewpoint, swimmer, theatre (two symbols tried - projector and person lecturing), and food service (teacup).

Question 1 - Activities (see chart, page 5)

The first request to the group was: "please write on the bottom of your map the kinds of things you could do here, according to what you see on your maps." Groups with symbols on their maps were much more accurate about the range of activities possible. Groups without symbols still guessed that there was a 'museum', but also thought there was shopping on the 2nd floor and knew nothing of the theatre.

"Visiting the Cave" was mentioned more by the groups with no symbols. Only 1 of 19 people with symbols on their maps mentioned it as a possible activity. This opportunity should be clear however to visitors who have seen the gazebo display before approaching the centre.

Some kind of symbol for exhibits would help groups appreciate what awaits them on the 2nd floor. Only about ¼ of people with symbols on their maps mentioned "museum" or "displays". Five out of seven people with no symbols mentioned this activity suggesting that the sketches of exhibits on the 2nd floor longhouse were well understood.

Two symbols that represent the theatre (where an A/V show on the Cave & Basin will be available) were tested:

The Parks Canada symbol for amphitheatre proved to be less useful.

Most people thought it meant lectures, or someone giving directions.

The projector symbol made people think of movies, or a theatre, and was judged successful.

MAPS	Group →	1A						1B						2A						2B						3A				3B			
	interior →	symbols						symbols						symbols						no symbols						no symbols				symbols			
	exterior →	-						-						✓						✓						✓				✓			
	plan →	-			Letraset		Letraset	-						-						-													
Activities		1	2	3	4	5	6	1	2	3	4	5	6	1	2	3	4	5	6	2	3	4	5			2	3	4		1	2	3	4
soak (relax in springs)															✓			✓															
suntanning						✓	✓			✓			✓		✓					✓		✓	✓			✓							
swimming		✓	✓	✓	✓	✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓						✓	✓		✓	✓	✓	✓
eating & drinking		✓	✓	✓	✓	✓	✓	✓		✓			✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓				✓	✓		✓	✓	✓	✓
picnic																											✓					
sight-seeing		✓	✓	✓		✓	✓							✓	✓			✓													✓	✓	
lookout, watch landscape																✓	✓					✓	✓			✓		✓		✓		✓	
observing (from deck)								✓		✓																							
telephoning			✓	✓	✓		✓	✓							✓	✓			✓												✓	✓	
washroom				✓			✓	✓					✓	✓	✓	✓			✓													✓	
walk (hike)				✓	✓	✓	✓	✓		✓				✓			✓	✓	✓	✓	✓					✓				✓	✓	✓	
tour								✓							✓																		
go to theatre				✓																													
lectures					✓			✓							✓																		
movies or film						✓	✓			✓				✓			✓		✓											✓	✓	✓	✓
look through museum								✓						✓		✓	✓		✓	✓	✓		✓				✓	✓				✓	
info, learn, exhibits, displays																																	
browse																				✓													
buy gifts - arcade (awning area)																					✓	✓				✓							
handicap access							✓								✓			✓													✓		
photography																				✓													
go into Cave													✓							✓							✓	✓		visitors 1, 3, 4 above had seen C+B before			

Question 2 - Routes

"Using a solid line - mark on your map the route you would follow:

a. from the "plaza" to swimming changerooms (or to "pool" in some cases) - mark this with an 'A'.

b. to go to the theatre - mark this with a 'B'
- from the plaza, can you see another way to get to the theatre? if so, mark it on and put a 'C' beside it.

c. Go to the Cave - mark with a 'D'."

RESULTS

Group	Interior Oblique				exterior	plan	#people in group	# correct for each				
	shaded	interp. route	swim route	symbols				a to pool	b to theatre	c to theatre *	d to Cave	
1a	x	x	x	x			6	6	6	3 out of 3	3	
1b	x			x			4	0	1	2 out of 4	2	
2b	no info on map				x	x	4	1	0	2	4	
3a		x			x	x	4	0	1	1	4	
3b				x	x	x	4	0				

* not everyone responded

Note - c. route to theatre: groups 2b and 3a were told which building was the theatre - most chose access via the remote washrooms.

d. route to cave: a line through the plaza to the exterior door of Lower South Belvedere was accepted as correct.

Conclusions : Access to the Cave (route d) was unclear from the oblique. Some people thought the sign on the map said "cafe" - above the LSB door. Visitors may not need their maps to find this feature in 1985, as they will have seen the door on entering the plaza, as well as having seen the Gazebo oblique.

Marked routes on the drawing seem essential for people to see the way to the swim change-rooms and through the 2nd floor to the theatre. We should do more testing of maps with routes marked, when the building is more complete and visitors can enter via the Lower South Belvedere, to find out if they can follow the routes on site.

Question 3 - Location

The evaluator led her group to various locations within the 1914 building and asked them to mark down different numbers. For example, while standing inside the lower south belvedere she would say "please put a number one on your map in the spot where you think you are right now." Evaluators chose some of these locations:

1. Lower south belvedere
2. Lower north belvedere
3. beside pool (corner near lower south belvedere)
4. 2nd floor longhouse (near architect's model)
5. 2nd floor longhouse (near Basin end)
6. Upper south belvedere (overlooking plaza)
7. Plus 15 Basin Overlook

Results

Location	Number of people accurate in each group					
Group	1a	1b	2a	2b	3a	3b
# people in group	6	6	6	4	3	4
1. Lower south belvedere	6	-	6	3	-	4
2. Lower north belvedere	3	2	-	-	2	-
3. Southeast corner pool deck	-	3	-	3	2	4
4. Upper longhouse east	6	-	6	4	-	4
5. Upper longhouse west	6	-	6	-	3	4
6. Upper south belvedere	6	2	6	2	2	3
7. Plus 15 Basin deck	6	-	6	-	-	4

Note: (a dash (-) in the above chart means visitors were not asked in this location.)
- group 1b didn't get enough time to get a good look at plaza area and front of building - I believe this affected their ability to orient themselves on the map.

These results would suggest that the lower north belvedere is a confusing area on the interior oblique. The fact that the visitors entered the building by climbing up a ladder on the north wall rather than through the lower south belvedere, and that the windows of the lower north belvedere were boarded up preventing them from seeing the plaza probably contributed to visitor confusion, but putting the roof back on the lower north belvedere in the drawing might simplify this location considerably.

The stairs and narrow walkway leading to the east upper longhouse (location 4) seemed to be easily recognizable features, as people had no problem orienting themselves on the 2nd floor. The cutaway of the upper south belvedere gave some people trouble, even those who had exterior obliques as well.

OVERALL CONCLUSIONS and Suggestions for Future Testing

The exterior and plan views were not used very much by the groups that had them. Visitors tended to spend their energies on the interior oblique, perhaps because it showed the most detail.

The exterior oblique may just be extra, and add unnecessary confusion to the approach sign. To prove the exterior oblique's usefulness, the interior oblique should be tested with and without the exterior view to see if there is a definite knowledge gain.

Visitors found the interior oblique quite complex to understand, though most seemed to do fairly well. Our tours seemed to attract people of higher than average intelligence, so the average person may have more trouble with the drawing. Ways to simplify the oblique should be explored. More than one visitor suggested separating the two floors of the longhouse on the map.

In general, the obliques did seem to accomplish their goals of informing visitors as to available activities, making interpretive and swimmer routes obvious, and helping visitors orient themselves on site.

PART 2 : FORMATIVE EVALUATION OF THE GAZEBO OBLIQUE.

On September 28 and 29, Elisabeth Beaubien and Pat Harvey tested the effectiveness of two possible formats for an orientation map to be used in the gazebo. Media in this location should provide an orientation to what lies ahead, so the visitor can start to plan his or her visit, and have an understanding of the range of activities possible.

Two map formats were tested, one being Pat Glover's "Area Development Plan" (see map 5 appended) and the other a westward view oblique drawn by Ron Ellis (map 6). The westward view oblique had a "mini-plan" of the site in the lower left corner. Both maps, plan and oblique, showed buildings, pool, and trail locations. The following were added to each:

a. symbols - washrooms, handicapped access (trails and plaza ramp), hiker, teacup, theatre (projector symbol) and lookout.

b. trail names with their lengths, and elevation changes.

c. legend with numbers to correspond to pool, cave, exhibits, theatre and basin.

Numbers were on the large plan; oblique and mini-plan.
as well an 'a' was placed near the lower north belvedere door; a 'b' besides lower south belvedere door.

d. route markings from plaza into lower south belvedere, and to lower north belvedere and direction arrows on trails.

e. colours - Belvederes were red, pool blue, and trails beige on all views. On the oblique grees were added to the forest, and greys and browns to the buildings.

Visitors to the Banff Museum answered our questions about the maps. We selected visitors who had never visited the Cave & Basin, and asked them to have a good look at either the oblique or the plan. So that each visitor would not be held up too long, questions were grouped as follows: questions 1 - 3, 4 - 6, 7, and 8, and each group of questions asked of 4 to 6 visitors looking at the plan, and another 4 to 6 looking at the oblique. We thanked visitors for their help with Parks Canada "beaver" stickers, which they enjoyed.

Question 1: Please list the different things you could do on site. (Visitors wrote down their answers.)

Results: Of the 6 visitors who saw the oblique, and 5 who saw the plan, all did well at determining that they could swim, walk or hike, see exhibits, buy a snack, go to a theatre, and sightsee. Thus our symbols seem to work effectively. People had to peer closely to see the small Letraset symbols - in the final map they should be larger and perhaps across the top of the map. This corresponds with findings from the earlier on-site evaluation.

Visiting the Cave was mentioned by 4 out of 11 people only, perhaps because we had no symbol for it and the cutaway on the oblique wasn't well understood. Two people felt they could cross-country ski on site.

Question 2: Please write down the letter of the door ("a" or "b") that you would enter to: 1. go swimming; 2. go to Cave; 3. see the exhibits. (a = door to lower north belvedere; b = lower south belvedere.

Results: Though it took visitors a while, all but one person found the correct doors to go to the pool and cave. But on both maps, visitors hesitated considerably before guessing that 'b' would also lead them to the exhibits. One intelligent young lady, looking at the plan, decided the question was badly worded, and that access was really via the exterior stairs from the plaza, which was actually a logical conflusion given that no route markings were given past the lower south belvedere. I think visitor hesitation was partly due to the small size of the print of the letters 'a' and 'b' on the oblique and plan, as well as the tiny words Cave & Basin on the oblique.

Question 3: Which of the two trails is the shorter one? - involves the least climing?

On the maps the following information was given:

Discovery Trail: length 370 m; elevation change 30 m.
March Trail: length 450 m; elevation change 20 m.

Results: Most visitors answered this one correctly. One older man didn't seem to look at the figures given on the oblique he was looking at, but felt that the marsh trail looked more inviting and easier.

(Question 4 and 6: 5 people shown oblique, 4 people, plan)

Question 4: Can you point out places to me where you could get a good view of the pool?

Results: The oblique-users had an advantage here in getting a more 3-dimensional view of the levels near the pool. They gave more accurate and complete answers than the plan-users, who mainly pointed at the roof.

uestion 5: a. Where is the theatre? All oblique users were correct. Only one of 4 plan-users picked the basin; three were correct. The projector symbol works well.

b. Where is the teahouse? Oblique users had difficulty with this; 2 out of 4 picked the belvederes, and the fifth visitor switched from belvederes to teahouse. Only one out of 4 plan-users picked the belvederes, the other 3 were correct.

This would suggest that the teacup symbol either was not very noticeable, or that visitors don't equate it with a "tea house". Eating or drinking were mentioned by most visitors as possible activities, however, (questions 1 and &) so it is probably the word "teahouse" that is confusing. On the oblique, figures of people at the back near the teahouse at picnic tables, or seated and consuming edibles, would help convey this information, or a legend with symbol and word "teahouse".

Question 6: What things might you want to bring with you from your car?

Results: Again the symbols seemed to help both user groups do well in planning for activities. Many said they would bring bathing suits, towel, camera, binoculars, walking shoes, and money.

Day 2: September 29th. Minor improvements were made to the maps:

The oblique: a. solid black line was drawn around the mini-plan to separate it.
b. solid black line drawn around legend.
c. red dots of interpretation route darkened.
d. red dots continued along path within cave cutaway.

Plan and oblique - added swimmer symbol on pool.

Question 7: If you come to visit the Cave & Basin after it opens, what would you like to do on-site and how long do you think you would spent there?

This question was asked of 4 plan-users and 4 oblique-users. Visitors wrote down their responses.

It produced some very interesting responses, and should perhaps be tried again on future map revisions with a larger sample size.

In general, plan-users mentioned walking, movies, swimming, snacks, but not one mentioned exhibits! They felt a site visit to the Cave & Basin would take about half a day.

Two of the four oblique-users gave fairly complete answers and mentioned exhibits. One oblique-user didn't answer the question at all. 3 out of 4 felt they would spent 2 hours on site, and for 2 of them that included swimming.

The following is one oblique-users's answer (female - about 25 years old: "I would see the exhibits first, then walk to the end of the Discovery Trail to see what the little pool is and visit the Cave on the way back." (She thinks access to the Cave is via the vent.) "I wander around the buildings and go to the theatre, visit the basin. Then I would swim, and have a coffee. I probably wouldn't go to the marsh. I would probably spent 1½ to 2 hours there."

Note the interesting order of her visit? She might change her preliminary plans after looking at the next orientation medium - the south view oblique interior at the approach sign would give her the suggested routes and barriers.

Question 8: 1. Testing of mini-plan on oblique - 3 visitors were shown oblique and asked:

A. "How many views of the site do you see here?" - no one understood this question or could answer correctly. The one lady who responded that she saw three, then pointed to the Cave cutaway, the buildings and the lower trail. I could not think of another wording to make this more understandable.

B. Visitors were asked to point to equivalent points on the mini-plan when the evaluator pointed to a location on the oblique. Sample spots chosen were: (a) the most easterly point of the marsh trail; (b) the west junction of marsh trail and horse trail (pointed out by evaluator on plan - asked visitor to find it on oblique; (c) the top of the vent.

Results were poor on this, with each visitor getting only one of three absolutely correct. Often their answers were off by about 100' on the trails. People seemed to have a lot of trouble relating one view to the other in an accurate manner. If we had asked them to find the belvederes and pool, I am sure scores would have been much better. With reference points, e.g. numbering, any difficulty would be removed on trails.

One elderly visitor had problems on day 1 separating the mini-plan from the oblique - he thought access to the Cave (cutaway) was via the marsh trail on the mini-plan! In general, visitors did not seem to use the mini-plan to understand the oblique.

Plan and Oblique:

II. What different ways would you get here? Evaluator points to junction of accesses to upper trail.

Results: Only 2 oblique users were asked this question. A twenty-year old girl answered correctly; the sixty-year old lady saw only the roof access. The 4 plan-users mainly picked the westerly access, and those who also pointed out the roof access did not seem to understand that there were stairs along the east exterior. A symbol for stairs might remedy this; and on the oblique, people climbing up the stairs from the +15 to roof, and roof to trail, would assist the viewer.

III. Please show me the route you would follow from the plaza to the Cave.

Results: oblique - despite the red dots inside the cave cutaway, some visitors continued to think on day 2 that access might be via the upper trail. This deception was enhanced by the 3 at the vent, and inside the Cave cutaway, which matched "3 - the Cave" in the legend and a 3 at the vent in the mini-plan. One solution thus would be to delete the 3 from the upper trail on both oblique and mini-plan and use a "to 3— " outside the lower south belevedere on mini-plan, and retain the 3 inside the Cave cutaway. Visitors did not seem to relate the red dots in the lower south belvedere to the red dots in the Cave.

Plan: The plan had a "to 3—" marked outside the lower south belvedere. 2 out of 4 people pointed at this arrow; the other 2 said they couldn't tell what route to follow to the Cave. This question is a bit unfair for the plan as so little information on Cave location was given.

Comprehension of the Cave cutaway seemed to be a problem for all oblique-users. One solution suggested was to give the cutaway a jagged or rough edge; another was to ghost-in or stipple the access tunnel. The similarity in round shape between the cutaway and the mini-plan may have caused confusion as well. This could be changed by separating the mini-plan by a straight line, or through use of different colours for oblique and mini-plan, if the mini-plan continues to be used.

General Comments

The importance of this view is that it provides visitors with a quick overview of the opportunities ahead, as well as information on the location of the Cave and the scope of the trails. This latter information is not available on the subsequent approach sign or in the pamphlet (unless a plan is used in the pamphlet).

Merits of Plan vs Oblique:

Most people preferred the oblique. Of one group of 5 oblique-users, 4 preferred the oblique when shown the plan. Of a group of 4 plan-users, 4 preferred the oblique when shown it later. People made comments like "the oblique is worth 500 x the plan", "it's much easier to use", "the trails are easier to understand - you can see them in perspective, winding through the trees" (lower trail), "it's more saleable and attractive, but it needs the parking area shown", etc.

The oblique seemed much more approachable. Two older ladies who had refused to answer anything about the plan, warmed right up and gave me lots of enthusiastic comments when presented with the oblique, "oh boy, you could go swimming!", "you could do some good walking here!"

The wheelchair access was praised - "it's wide enough for them". After viewing the oblique, one girl said, "We'll have to come and visit this!"

Thus the oblique, with all its colour, buildings, and people, seemed to be more popular.

Suggested improvements to oblique westward view

Cave: A "ghosted-in" or stippled tunnel from Lower South Belvedere to the Cave would greatly help visitors understand this access. Please include this on overlay.

Trails: It would help if the upper trail could be drawn so the relative elevations were more readily seen, as they are in the lower trail. The stairs at the west end of the complex should be shown, with a figure climbing them. The handicapped access trail could be indicated with a figure of a person in a wheelchair. If stairs were shown climbing from stop 5 (the boggy area), this barrier would be clear to wheelchair users and the less able.

Lower trail: A continuation of this trail to the bird blind would be a great asset, with stairs shown leading down from the handicapped loop.

Legend: The use of both symbols and numbers seemed to be confusing. Perhaps numbers and a legend should be used for all facilities, and symbols used only for additional activities beyond those which are obvious from the facility name It would help if the pool was identified as a swimming pool. There was some visitor confusion because of the three bodies of water (cave pool, basin, and swimming pool). The pamphlet should tactfully explain why the Cave & Basin springs are no longer available for swimming.

Re-number the legend to list areas in order they are visited:
1. Cave, 2. Exhibits, 3. Basin, 4. Theatre, 5. Swimming pool.
As well three routes need to be shown, and these descriptions shown in legend:

(a) to "Cave and exhibits" → dotted lines thru plaza to respective doors (lower south and north belvederes)
(b) "to swimming"
(c) "to trails" - leaving bathhouse.

You are here: This is the first thing people seem to search for when presented with a map. We need to incorporate enough foreground so that people can see the gazebo.

Picnics: In response to the evaluating public's questions, it seems we need one more symbol (perhaps a picnic table?) to indicate the area to sit and eat a packed lunch. The Basin area is one spot we could show, adding the symbol at top of map.

Plan: A plan should not be used in the gazebo or approach signs, but perhaps in the pamphlet to provide information on trail lengths and locations for those who missed the gazebo (which will probably happen on days of high visitation). With the pamphlet in hand, these visitors will have the trail information available if they are planning the rest of their visit while they are within the buildings.

Suggestions for further testing

Gazebo map: As the Cave was not well understood by visitors on the first evaluation, this should be retested. Do people understand that there is cave in the mountain? Do they see how to get to it?

Pamphlet - interior southward view:

Further possible questions:

a. if you had just bought a snack, where would your nearest washroom be?
b. if you were visiting with a relative who was in a wheelchair -
   - can you see areas where you could not go?
   - which route would you take to the upper trail?
c. can you point out places on the map where you could sit and relax? or wait for friends? which ones appeal to you?
d. what different ways could you get here? - point to roof lookout.
   - to test whether access from the 2nd floor longhouse is clear, point to the upper south belvedere.

It would be interesting to try again for each oblique the question: "If you come to visit the Cave & Basin after it opens, what would you do on site and how long do you think you would spend there?" to see what people's ideas are.

As well, ask the question of people who have seen both obliques, to see if their choices are the ones we hope for.

It would be very useful to do an evaluation of the final map during the first 2 months of its use on-site. Money has been budgeted for fine-tuning should problems become apparent during 1985/86.

Conclusions

The orientation maps tested, for gazebo, approach sign, and pamphlet, seemed to accomplish their goals. The symbols made the opportunities and activities available on site fairly clear. Visitors were able to see the way to go to find the Cave, exhibits, and swimming, though it took some a while to see it. Improved route descriptions in the legends should speed this up.

Only time will tell whether traffic flow is facilitated on site by our orientation media. Further testing on the completed site, to see whether visitors can orient themselves using the pamphlet, should yield positive results, if our pretesting on August 31 is any indication!

The Museum provided a very convenient source of visitors, and I recommend that future versions of the gazebo map be tested here. If after a few visitors, an omission or necessary change is seen, the maps can be quickly altered (with the help of the professional designer in the back).

Formative evaluation has once again shown us its incredible usefulness in planning and design.